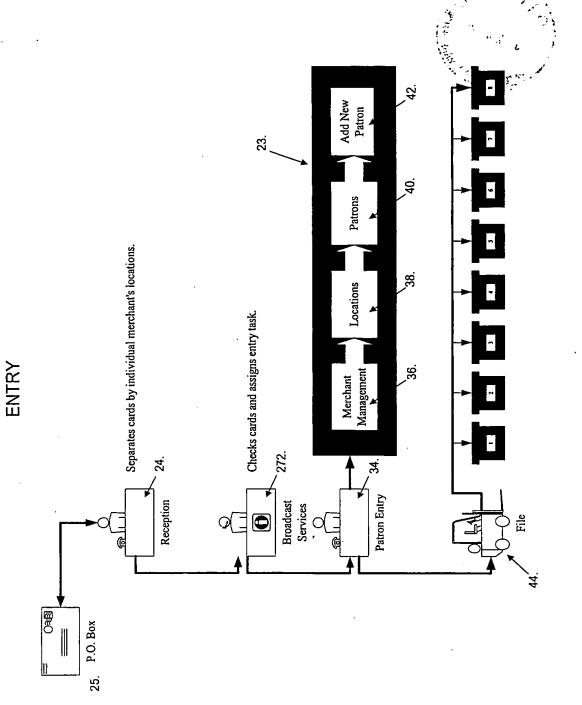


Figure 1



Member Confirmation Email Mary Stewart From: Bev's Hallmark [bev's_hallmark@shopsforme.com] 46. Sent: Tuesday, December 21, 1999 4:13PM Sent from the merchant. Extend your brand by incorpo-To: Betty Schweitzer Personalized rating your domain name in the Subject: Welcome to Bev's Club! Address return address field. Customize your message to Dear Betty: each customer I am pleased to welcome you to Bev's Club. As a valued customer, I hope you will take advantage of the special offers, exclusively for Bev's Club members, which you will receive periodically by email. Your comments are very valuable to us. Please feel free to reply to my email with suggestions on how I can improve the products and service offering of my store. Your club membership entitles you to an introductory offer outlined below. *********PRINT EMAIL AND BRING TO STORE**** "Call to Action" 52. Special promotions * Bev's Club Introductory Offer to drive traffic and increase revenue * \$5 Off your next purchase of \$20 or more at any Bev's Hallmark Store * Just print this email and bring it to any Bev's Hallmark location. * Offer expires 30 days from the date of this email * Offer does not apply to Hallmark Ornaments, Kiddie Cars or Ty Products and is not valid with other special offers. One coupon per family, *Certificate Number 1001-1 ********PRINT EMAIL AND BRING TO STORE*********** If you received this message in error or wish to cancel your Bev's Club membership, please indicate so in a reply to this email. Automatic opt Thank you again for your continued patronage and have a happy holiday season. out of club Bev Bev's Hallmark Locations: Troy - 829 Big Beaver @ Rochester Road: 248.689.9041 Madison Heights - 1465 West 14 Mile Road @ Campbell: 248.589.3888 Sterling Heights - 3735 15 Mile Road @ Ryan Road: 810.264.7026 Merchant 20. notes upon Office Use Only - TS redemption in

Figure 3

store

REDEMPTION MANAGEMENT

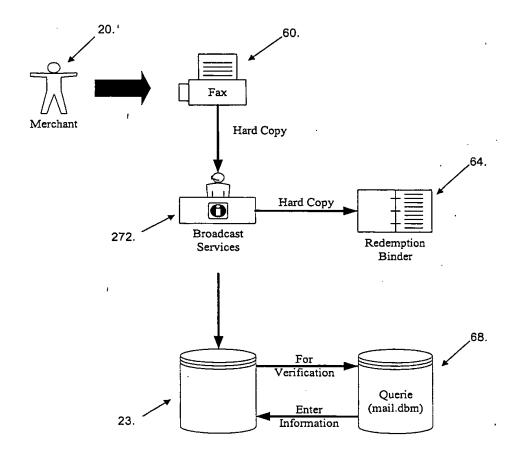
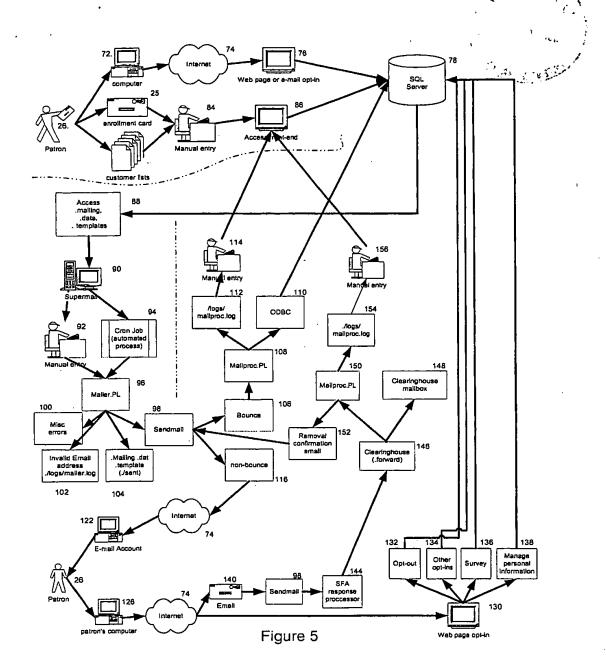


Figure 4



E-mail Routing Process

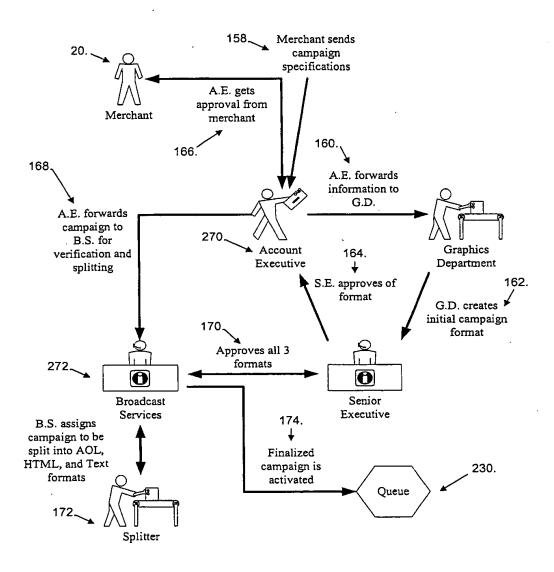
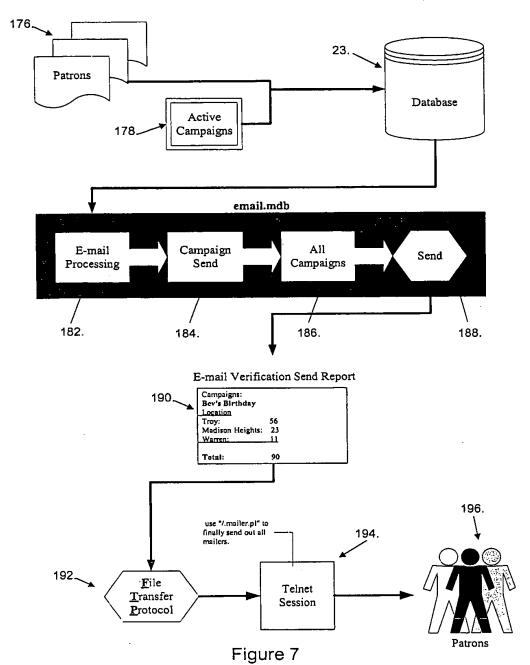


Figure 6

Sending a Broadcast



Bounce-Back Management Internet Post Office 27. 26. 200. Mailer 206. 272. 204. bounce-back e-mail Reset patron hard 0 as "justcopy joined" to Broadcast Broadcast Printer ensure they Services Services receive welcoming campaign. mail.dbm 217.-Data string is entered using the returned e-mail address. in developer mode Queries 210. Searches for patron with matching email address. Sequel 216. Enter corrected address in database Writes in location# of merchant and id # of patron 212. Card 25. Bounce Back Find card Find error in file. in address. Patron is taken out of database if no error is found, or the address was returned 3 times. 218. Figure 8

Process of Splitting Campaigns

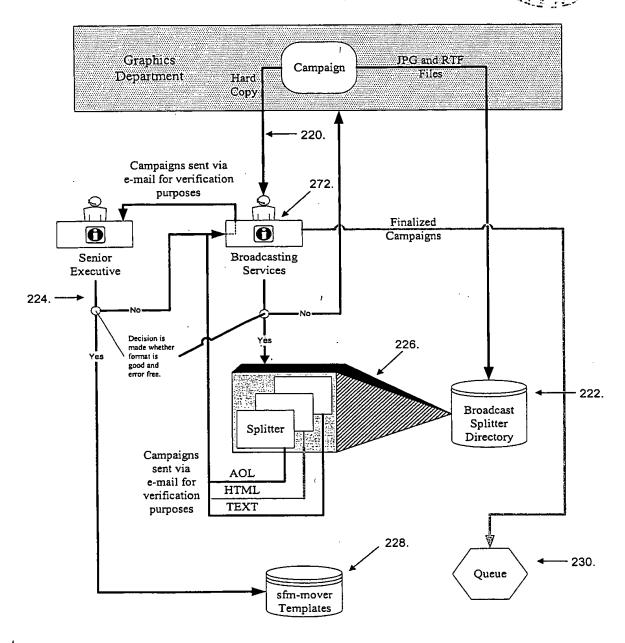


Figure 9



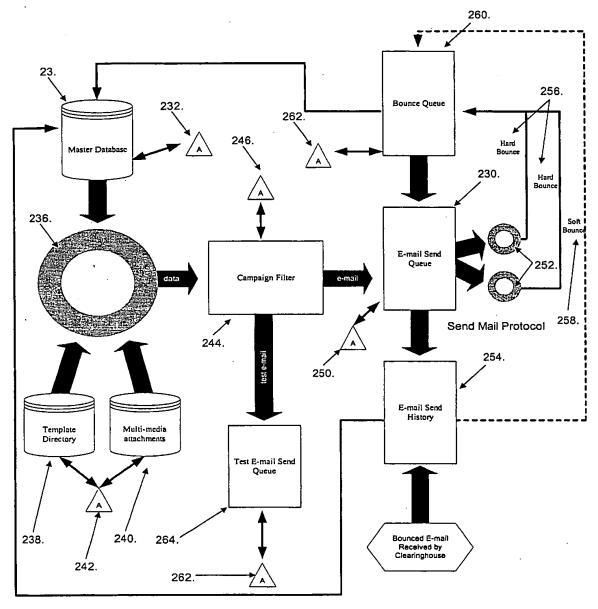


Figure 10

New Account Process

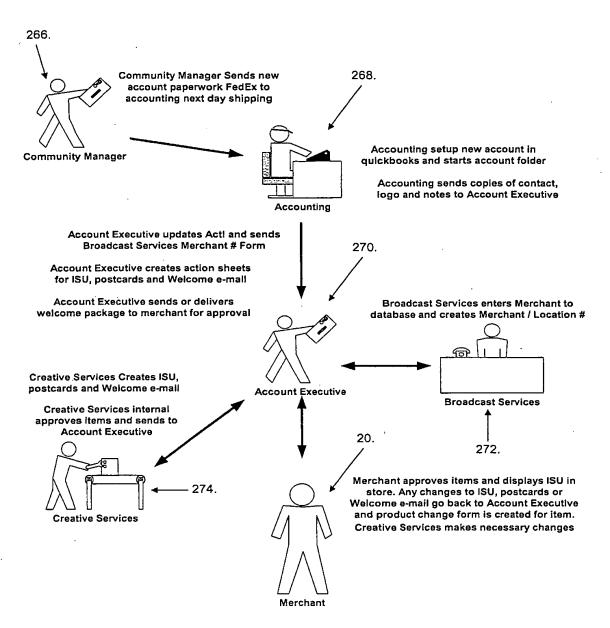
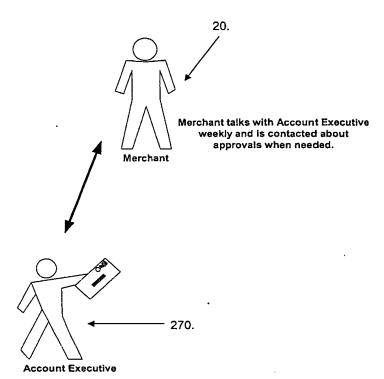


Figure 11

Up sell & Maintenance Process

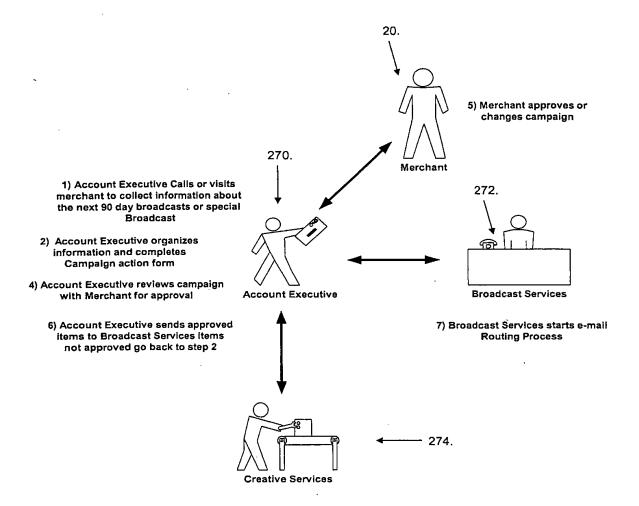


Maintenance Account Executive keeps in contact with merchant either by phone or visit. Additionally, reports are faxed out on Friday about account status.

90-day Campaign upon 100
members or 2 months information
without broadcasting is sent to
Merchant starting the up selling
process. Account Executive then
sets up meeting to start the 90-day
campaign.

Birthday & Anniversary upon 500 members or 4-month Added services brochure is sent in weekly package. Account Executive then actively sells product.

Campaign Process



3) Creative Services Creates Campaign and sends to Account Executive

Figure 13

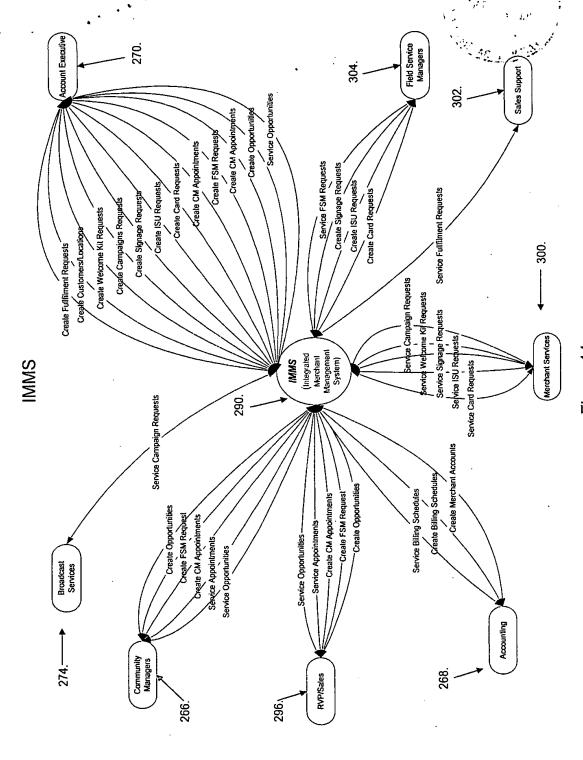


Figure 14